

Why Explainer Video Animation Services Are the Key to Business Growth in 2025

In the ever-evolving digital landscape, attention spans are getting shorter while competition among brands is becoming fiercer. For businesses trying to communicate their value proposition effectively, **explainer video animation services** have become a game-changer. These short, engaging videos simplify complex messages, making them easy to understand, memorable, and impactful.

At JustAnimations.com, a leading New York animation studio, we understand the power of animation in conveying stories, simplifying processes, and boosting conversions. In this blog, we'll explore why explainer videos are more than just a trend and how our studio is redefining storytelling for modern businesses.

What Are Explainer Video Animation Services?

Explainer videos are short animated videos, typically ranging between 60 and 120 seconds, designed to explain a product, service, business process, or concept in an engaging way. These videos can take various forms—2D animation, whiteboard style, motion graphics, or even 3D animation—depending on the message and target audience.

The core goal of explainer video animation services is clarity and engagement. By using visual storytelling and concise scripts, explainer videos help businesses break down complex ideas into digestible, interesting content that drives viewer action.

Why Every Business Needs Explainer Videos in 2025

The online content ecosystem has become crowded, with businesses constantly fighting for visibility. Here's why explainer videos are not just useful—but essential:

1. Boost Engagement and Retention

Studies show that viewers retain 95% of a message when they watch it in a video, compared to just 10% when reading text. With animation, you can illustrate abstract ideas, data, or processes in ways live-action videos simply can't.

2. Improve Conversion Rates

Landing pages with explainer videos have been shown to increase conversions by up to 80%. An animated video not only keeps visitors on your page longer but also convinces them to take the next step—whether it's signing up, buying, or booking a demo.

3. Better SEO Performance

Google loves video content. Adding explainer videos to your website improves dwell time, reduces bounce rate, and can help your site rank higher in search results. As a top-tier **New York animation company**, we ensure that every video is optimized for both humans and search engines.

4. Versatile Marketing Tool

Explainer videos are perfect for:

- Website homepages
- Product or service pages
- Email campaigns
- Social media ads
- Sales presentations
- Trade shows

Once created, they can be reused across multiple platforms for maximum ROI.

Why Choose a New York Animation Studio Like JustAnimations.com?

When it comes to animation, creativity and technical skill matter. But so does understanding your brand and your audience. As a **New York animation studio**, JustAnimations.com combines artistic talent with marketing insight to deliver videos that look great and perform even better.

Here's what sets us apart:

1. Creative Storytelling Meets Business Strategy

We don't just create visually appealing content—we craft videos that align with your brand voice, sales funnel, and user journey.

2. Custom Solutions, Not Templates

Many companies use cookie-cutter templates that fail to capture brand identity. At JustAnimations.com, every video is tailor-made—from script to storyboard to animation.

3. Team of Experts

Our in-house team of animators, illustrators, copywriters, and voice artists bring decades of experience. Whether you need a tech explainer, educational animation, or SaaS product video, we've got you covered.

4. Based in New York, Trusted Worldwide

Being a New York animation company, we thrive in a city known for innovation and creativity. But our client base is global—from startups in Silicon Valley to enterprises in Europe. Quality and service know no borders.

Our Explainer Video Animation Services

We offer a full suite of explainer video animation services, including:

1. Scriptwriting & Storyboarding

We start by understanding your goals and writing a compelling script. The storyboard lays out the visual sequence of the video.

2. Custom Character Design

Want characters that represent your brand? We design them from scratch to reflect your audience demographics, culture, and tone.

3. Animation Production

Our animators bring your vision to life with seamless motion, transitions, and effects—optimized for both desktop and mobile viewing.

4. Voiceover & Sound Design

Choose from a wide range of professional voice artists in multiple languages. We also add sound effects and background music to enhance engagement.

5. Video SEO Optimization

We provide optimized video formats, closed captions, metadata, and upload assistance to help your content rank on YouTube and Google.

Industries We Serve

Explainer videos are not industry-specific. Here's a snapshot of who we help:

- **Startups** explaining their innovative ideas
- **Tech companies** showcasing SaaS platforms
- **Healthcare** simplifying procedures or services
- **Finance** explaining investment options
- **Education** providing e-learning content
- **E-commerce** promoting products in a creative way

Whatever your niche, our New York animation studio creates content that connects.

Client Success Stories

One of our favorite projects involved a fintech startup in Manhattan that struggled to explain its crypto investment app to users. Within two weeks of launching their 90-second explainer video, they saw a 35% increase in conversions and reduced customer support queries by 40%.

Another client, a healthcare SaaS platform, reported 3X user engagement after embedding our animated explainer video on their homepage.

What Makes Explainer Videos From JustAnimations.com Unique?

At JustAnimations.com, we don't just create videos—we create growth tools. Each project is designed to inform, entertain, and convert. By choosing us as your New York animation company, you get:

- ☐ Strategic guidance
- ☐ 100% custom animation
- ☐ Timely delivery
- ☐ Affordable pricing
- ☐ Ongoing support

We pride ourselves on being a trusted partner in your marketing journey—not just a service provider.

Final Thoughts

If you're looking to simplify your brand message, increase engagement, and convert more leads, explainer video animation services are the way forward. As a trusted New York animation studio, JustAnimations.com is here to help you tell your story in the most effective way possible.